

ABSTRACT OF THE DISCLOSURE

A technique is provided which sufficiently inhibits deformation of printing paper resulting from drying of ink on the paper. When the amount of ink ejected during which the front end of the printing paper is moved, after entered into a counter area facing a print head, to a determination point exceeds the ink amount "enough to cause deformation" of the printing paper, the front end of the printing paper is moved from the determination point to a hold position located downstream thereof and left there for a predetermined time. Thus, the shape of the front portion of the printing paper is maintained, and the deformation of the printing paper due to the drying of ink is prevented.